

INTELLIVISION™

Intelligent Television



MATTTEL ELECTRONICS®



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The Intellivision™ Intelligent Television System

Intellivision is a system of modularized hardware components and a broad spectrum of software that offers consumers benefits for now and in the years to come.

The heart of Intellivision is the Master Component. By itself it provides a variety of entertainment and game play through the use of preprogrammed ROM game cartridges. These are true to life in visual appeal, simulated sound effects, and variability. Games that challenge both mind and body:

Sport games • Las Vegas games • Strategy games • Action games • Children's Learning Fun.

The addition of the Keyboard Component expands the system's capabilities to provide the added benefits of programs in:

Family financial and tax management • Physical health and well-being • Self-education through the use of pre-programmed software featuring an expert consultant who actually talks to the consumer. The user responds in English using a familiar typewriter-like keyboard. There is no requirement for knowledge of a computer language. Truly, a computer for the home.

Intellivision . . . The Future Today!



The Master Component

Designed in a contemporary style of brushed metal with simulated wood-grain finish. Two hand controllers nest neatly in the top with all wires and cables stored out of sight when not in use. This gives the unit a sleek, "clean" appearance compatible with any room decor. Inside is a powerful 16-bit micro-processor, a full range of simulated sound effects including three-part harmony music, a broad color palette, and an extraordinarily high level of resolution.

The game cartridges offer a wide variety of challenging play that generate exciting realism. Many of these games carry impressive licenses like the NFL, NBA, and even The Electric Company. New cartridge introductions will provide ongoing game play value.

#2609



The Keyboard Component*

Adding the Keyboard Component to the Master Component dramatically opens the Intellivision system to a wide variety of educational and informational uses. It places a multitude of home computer applications — inputs and outputs, both digital and audio — at your fingertips! And, **no programmer skills** or computer language are needed!

*Available in March

#1149

For color T.V. viewing only.



Master Component Features

Mattel Electronics has engineered a single component that combines keypad, object and action controls.

Input keys with exclusive "overlay" system...

Each game comes with customized printed overlays which fit directly over the keys. Game play without checking the instruction book.

Side mounted action buttons... Each controller has four action buttons—two on each side. For easy use by either right- or left-handed players.

Object control disk... Forget straight line joystick controllers for all time. On-screen objects can be precisely maneuvered in 16 different directions to simulate lifelike 360-degree movement.

Entertainment Networks

An ever-changing variety of play situations and player decisions are yours. No boredom here—whether you play against the computer or another player, there's always a challenge! Five cartridge networks can be used with the Master Component alone or with the Keyboard Component in combination.

Sports • Strategy • Children's Learning Fun • Action • Gaming

The Sports Network



#2614



**MAJOR LEAGUE
BASEBALL***

Field two 9-man teams for 9 full innings (extra innings if needed) of Major League Baseball excitement. It's all here, right down to the tumult of the crowd. Everything — walks, hit-and-runs, grand-slamers, a full variety of pitches — and you're in charge from the first pitch! Play ball!

*Trademark of and licensed by Major League Baseball Corp.



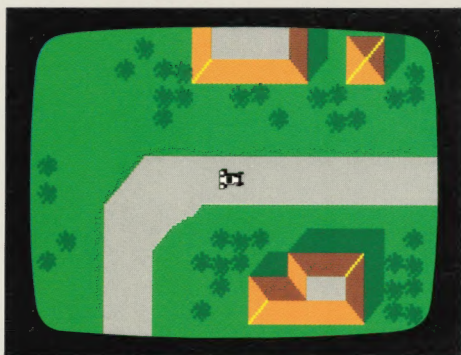
#2610



NFL FOOTBALL*

NFL action at your fingertips! Two animated teams. Two full halves. 60 exciting, simulated minutes of hard-hitting gridiron fun. Offense, defense, punts, passes, runs, computerized scoring, game sounds, music and much more. Every aspect of NFL competition has been electronically recreated to put you in the pressure cooker of big time football.

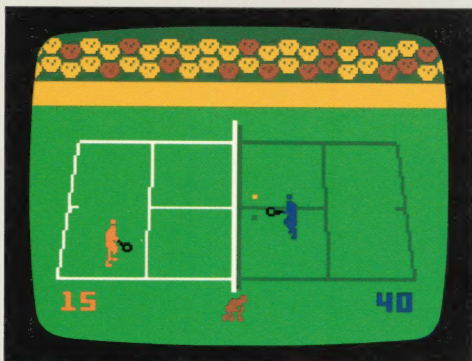
*Trademark of and licensed by National Football League Properties Inc.



#1113

AUTO RACING

You're in the driver's seat! You test your driving skill against time and obstacles. As you blaze forward along the demanding courses, you'll be required to react with split second timing to a variety of unexpected hazards—watch out for that pothole! Are you in a league with the champions? Find out. Fire up your electronic engine!



#1814

TENNIS

You're in the tie-breaker, serving for match point. Wham! An ace! All the realism of championship tennis has been recreated for this exciting game—a crowd whose cheers and faces follow the action, authentic bouncing-ball sounds, even a ball boy to retrieve those strays. It's all here—backhands, forehands, lobs, serves—you name it. You get everything but the sunburn!



#1817



SKIING*

Imagine! You're in the starting gate. You're anxiously awaiting the signal that will send you speeding down a demanding slalom course. All the excitement of world class skiing! Race an opponent or race the clock over a variety of courses. Thrilling! Stimulating! Breathtaking! And the snow is perfect all year 'round!

*Trademark of and licensed by United States Ski Team, Inc.



#1816



PGA GOLF*

Exciting tee to green reality! The game of millimeters, concentration and touch! Manipulate your golfer through the fairways, bunkers and ruffs! Players control golfer's positions and swings throughout match. Readouts indicate—wind direction & velocity, distances, pars, club selection, shot direction and scores.

*Trademark of and licensed by Professional Golfer's Association of America



#1683



NASL SOCCER*

Kickoff! The ball is yours! You're in the heat of NASL Soccer action! It's all around you—the crowd roaring, the ref's whistle, the sound of the buzzer! Two teams, two simulated 45-minute periods, "Sudden Death" if needed. All the split-second action of professional soccer—dribbling, passing, throw-ins, goal kicks, corner kicks. A real test of skill and coordination!

*Trademark of and ©NASL Marketing, Inc. 1979 used under license.



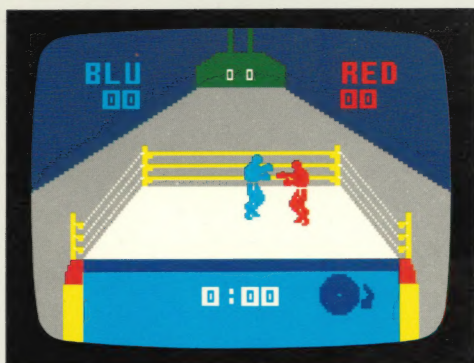
#1114



NHL HOCKEY*

Welcome to the blazing speed and non-stop action of NHL hockey. Two teams square off on the ice! You're on offense! You cross the blue line, but your opponent intercepts a pass and flashes toward your goal! Your goalie makes a great save! Breathtaking action, power plays, men in the penalty box. Simulated cheers, buzzers and whistles punctuate the play!

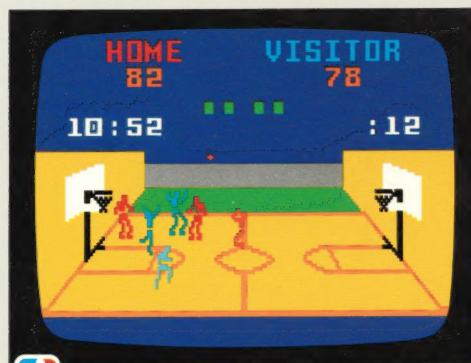
*NHL logo licensed by NHL Services, Inc.



#1819

BOXING

The supercharged excitement of championship boxing! A clock keeps time, a bell brackets each round, the score is computed as the boxers build points for punches and knockdowns. Can you go the distance?



#2615

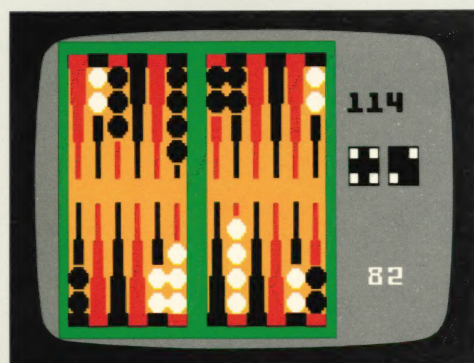


NBA BASKETBALL*

Two teams. Four quarters of fast-paced NBA play. Overtime if needed! Running, passing, dribbling, jump and set-shots, fast breaks, rebounds and turn-overs! Fight the 24-second clock as a simulated crowd cheers you on.

*Trademark of and licensed by NBA Properties, Inc., the National Basketball Association and/or the respective member teams.

The Strategy Network



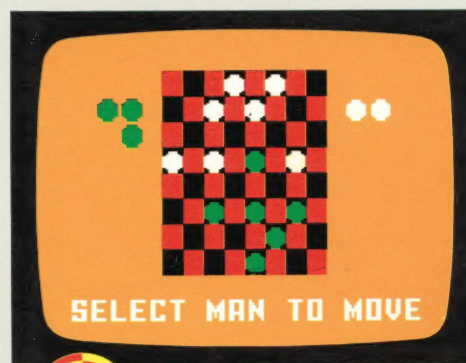
#1119



BACKGAMMON*

It challenges the champion, teaches the novice! The computer is your opponent. It performs at different levels depending upon player's skill. Beginners will learn, and champions will be tested to the limit! Can you meet the challenge?

*Trademark and licensed by American Backgammon Players Association.



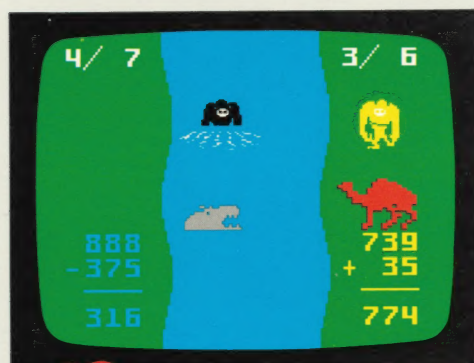
#1120



CHECKERS

The classic game moves into the computer age! Yes, this time it's you versus the computer! And you'll be challenged to the limits of your skill. You can win, but you'll have to ponder every move. Because the sly computer "thinks" ahead!

Children's Learning Network



#2613



MATH FUN™*

Teaches as it delights! Two kids race their gorillas through the jungle, against animal obstacles and an array of addition, subtraction, multiplication and division problems. Both speed and accuracy count. Computer determines children's skill level and automatically adjusts problem difficulty.



#1122

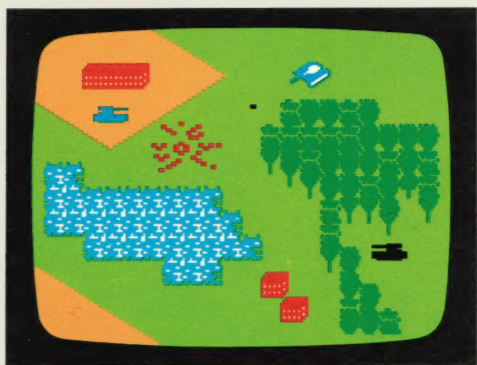


WORD FUN™*

Spelling fun for children! Intriguing, multiple-word games that entertain while sharpening spelling skills. Computer determines child's skill level and adjusts degree of difficulty. It's the spell-down that educates as it entertains.

*Trademarks of and licensed by Childrens Television Workshop, Inc.

The Action Network



#1121



ARMOR BATTLE™

All-out tank combat! You and your opponent are rival commanders who must maneuver your machines, lay mines and try for tactical surprise! Battles are fought over different terrains, each requiring a shift in strategy. Hundreds of possible maps! Simulated battle sound effects!



#1818

SEA BATTLE™

A battle to the end for naval supremacy! You and your rival Admiral deploy your fleets to defeat the other's navy. Home ports and land masses are captured, ships are scuttled, supply lines are severed! Randomly generated oceanic maps represent new seas that demand deft, tactical maneuvering.



#2612

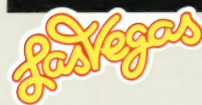
SPACE BATTLE™

Outerspace action! You must outwit the computer-controlled invaders! Consult the situation map, deploy the defense. Switch to a cockpit closeup. Fire lasers! Save the command ship! You do it all, amidst the simulated sounds of outerspace combat.

The Gaming Network



#2611



POKER & BLACKJACK

Casino style blackjack, five and seven card stud poker, plus five card draw. Play against a shifty eyed, computer-smart dealer. He calls, raises, drops — even bluffs! Watch your pretend fortune grow, or watch out, for your simulated bankroll may disappear. A marvel of simulated casino action, sounds and color.

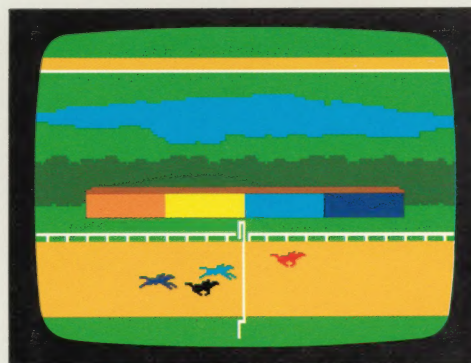


#1118



ROULETTE

Big casino fun right on your TV screen! The sights and sounds of Vegas appear to surround you. Place your pretend bets on the Big Wheel! 'Round & 'round she spins! The electronic croupier gives you the news — good or bad!



#1123



HORSE RACING

Just like a day at the races! You watch the parade. Handicap your picks from the tout sheet. You watch the odds change. You place your pretend bet. They're off! From your seat at the rail you're part of the fun! Pick 'em! Play the odds! Or take a longshot!

Keyboard Component Features

The Keyboard Component, when added to the Master Component transforms Intellivision into a simple-to-use home computer.

The Keyboard Component features an easy-to-use, 60-key, typewriter-like keyboard with microprocessor control. A tape cassette mechanism accepts preprogrammed materials. There is also a microphone for programs involving the spoken word.

Personal Computer Networks

The networks, represented by an on-going series of cassettes, are programmed with both digital and full audio capabilities. They provide a wide latitude of materials that educate and instruct.

Financial — Personal Improvement — Self Education



Financial Network

**1980
FEDERAL INCOME TAX
TABLE OF STANDARD
DEDUCTIONS**

A. MEDICAL _____

B. INTEREST EXPENSE _____

C. CONTRIBUTIONS _____

D. SALES TAX _____

#1145

J.K. LASSER'S*1980 FEDERAL INCOME TAX PREPARATION

Computer asks you questions. You punch in the information—types and amounts of income, expenses, itemized deductions. Computer calculates your credits and tax liability. Computer shows you line-by-line information to be put into your 1980 personal Federal Income Tax return. Complex problems may require outside consultation.

*J.K. Lasser is a trademark used under license from J.K. Lasser Management Corp.

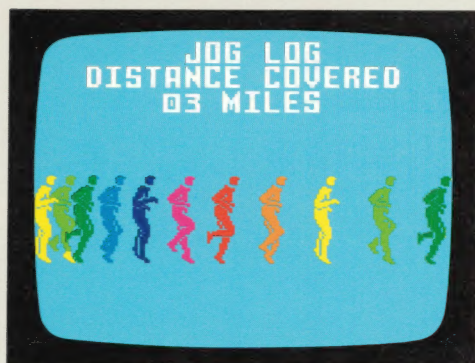


#1851

STOCK ANALYSIS

Buying? Selling? Watching the Big Board? If so, you need the counsel of this electronic broker! It will chart your stocks, enter their daily changes, record the Dow Jones Industrial Average. It will calculate weekly gains and losses. Using "technical analysis" the computer will advise you which stocks are good buys, just like a broker. You make the decisions.

Personal Improvement Network



#1146

JACK LaLANNE'S* PHYSICAL CONDITIONING

Shape up with the expert! Daily exercise, computer-tailored to your needs, capacities and pace! You input personal statistics and goals. Seconds later the computer outlines your daily program as recommended by Jack LaLanne, world renowned fitness authority! Animated instructor on your TV screen shows you how and counts 'em off! Consult your physician before beginning any exercise program.

*Jack LaLanne is a trademark used under license from Jack LaLanne Health Corp.

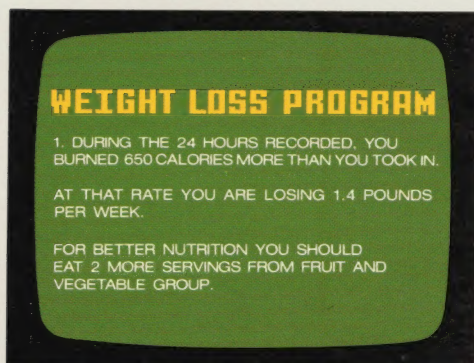


#1153

JEANE DIXON* ASTROLOGY

Determine your personal horoscope—accurately, scientifically! World famous astrologer & prognosticator, Jeane Dixon, has recorded information for your entertainment that will allow you to calculate cycles, planet conjunctions and their influence upon relationships, finances, health, love, careers, etc.

*Trademark of and licensed by Jeane Dixon



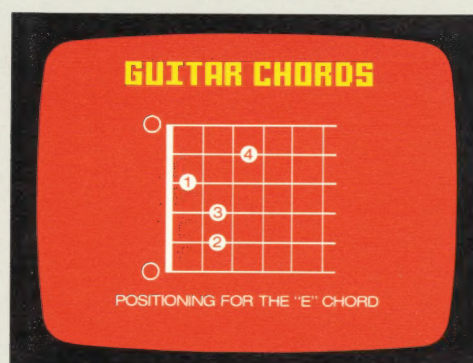
#1231

DR. ART ULENE* WEIGHT LOSS PROGRAM

Here's weight loss through behavior modification, the only real way to take pounds off and not put them right back on! Also, watch your weight while maintaining healthful nutrition! You tell the computer what you eat and how much, what your physical activity is like. Computer will assess your progress and advise how to count those calories!

*Trademark of Dr. Art Ulene, licensed by Merchandising Corporation of America, Inc.

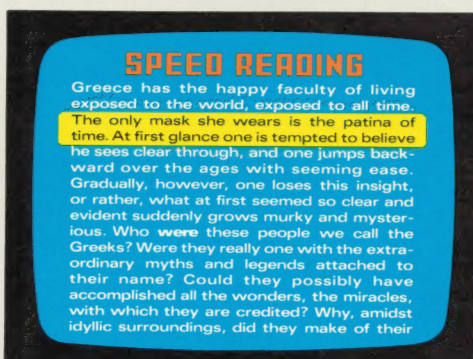
Self Education Network



#1850

GUITAR LESSONS & MUSIC COMPOSITION

Learn guitar and music composition at home! Just like a private lesson! Your computer-teacher will instruct you regarding fingering, fretting and all the other essential elements of beginner's guitar. Also, you'll learn the basics of musical composition—harmony, notation, melody and rhythm. Compose three-part harmony songs, right on the computer! A world of musical magic at your fingertips!



#1148

SPEED READING

The computer teaches you to read more, faster, and better understand what you read! A long respected method allows you to progress at your own pace, and through daily workouts you may show amazing improvement. Hundreds of practice pages. Computer tests recall & comprehension.



#1147

CONVERSATIONAL FRENCH

Learn a second language the way you learned your own—by listening and speaking! You speak the French word into the microphone and then check your pronunciation against the playback! Helps you master conversational French that you can practically apply to many situations. Work at home at your own speed. No stilted grammar!



Advertising and Promotional Support!

Mattel Electronics will cover the market place with a bold, broad and sophisticated support campaign.

TELEVISION SATURATION

Sales generating, 60 second network television commercials will reach millions of potential buyers.

High-impact television schedules will expose the prime time viewer to Intellivision — motivate him into your showroom.

Spot television will be leveled at the Big Dollar target markets.

MAGAZINE COVERAGE

Three page ads will alert, inform and intrigue the consumer about the exciting potentials of Intellivision.

Each ad will carry a Toll Free Number that the customer may call to easily locate your store.

Ads are scheduled to run in major publications like: Time, People, Newsweek, In-Flight Magazines.

DEALER LEVEL AD ASSISTANCE

Substantial co-op advertising funds, ad mats and slicks to every dealer.

IN-STORE SALES STIMULATORS

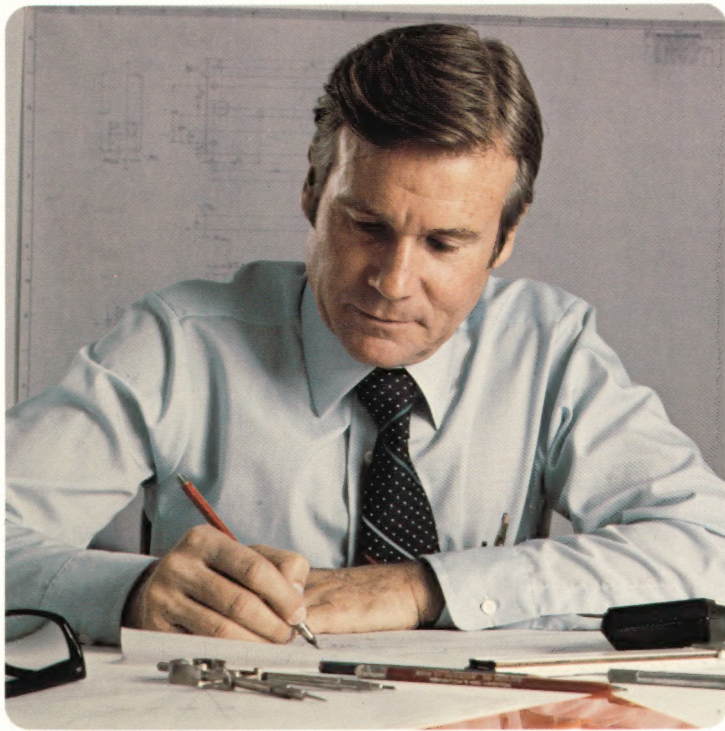
Unique demo display unit, with a special demonstration cartridge.*

Carousel type counter merchandiser that handsomely displays all software programs.*

Full color consumer brochures.

To assure complete product knowledge, Mattel Electronics will organize and support training sessions for your store personnel.

*Minimum purchase necessary



Mattel Electronics

ENGINEERING

Designed with sophisticated computer technology for easy home use.

MARKETING/SALES

A company combining electronics 'know how' with consumer marketing expertise.

MANUFACTURING

The highest qualities of material and workmanship providing consumer satisfaction for many years to come.

MERCHANDISING SUPPORT

From 'point of purchase displays' to 'in store training' commitment to make your selling easier.

Growing along with your family's needs.

**GAMES • ENTERTAINMENT • SELF-EDUCATION • PERSONAL IMPROVEMENT
INDIVIDUAL & FAMILY INFORMATION PROCESSING**

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